

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Avant Technologies, Inc.

Puerto Rico Manufacturing Extension Inc

Avant Technologies Takes New Product to Market

Client Profile:

Avant Technologies designs, develops and manufactures video surveillance systems for city security surveillance and the banking and retail transactions activities. The numerous applications developed by Avant provide digital video surveillance, transaction matching with video, centralized monitoring and video intelligence. The company employs 124 people at its facility in Caguas, Puerto Rico.

Situation:

Current market conditions and government administration changes affected Avant's cash flow and threatened the business continuity. The company owners were seeking alternatives to improve their position and participated in a business growth initiative promoted by a regional development agency. The Puerto Rico Manufacturing Extension, Inc. (PRiMEX), a NIST MEP network affiliate, was selected to assist Avant. The idea generation exercise, Eureka! Winning Ways, was the confirmation of the need for further development into other markets for their current line of products, and the development of an innovative product. The new innovative product would provide a stream of income to support the research activities of the organization to insure state-of-the-art offering.

Solution:

PRiMEX provided a Eureka! event where ideas were selected and key players assigned to move forward with the concepts. With PRiMEX's assistance, the new product, a mechanical device to avoid flooding inside premises due to liquid piping failures, was formally presented for patent. A task force was assigned to move forward with development of a marketing and sales presence in Chile. Currently the company has set up the marketing and sales office and has submitted a proposal to the largest financial institution in the region. Promotional literature/messages were updated. Avant President Luis Ramirez was committed to moving forward with the project. Avant is currently evaluating a third party proposal to purchase the rights for the product.

Results:

* Developed marketing plan for new product.

Testimonial:

"This method forces you stop your day-to-day repetitive activities and provide tools to re-evaluate what you have been doing and not doing for the future growth."

Luis Ramirez, President